



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

| | |
|-------------------------|---------------------------------|
| Contract / Revision | Alt Order # |
| 569363 / | 9796698 |
| <u>Product</u> | |
| HOUSE MAJORITY PAC | |
| <u>Contract Dates</u> | <u>Estimate #</u> |
| 08/28/12 - 09/10/12 | 79/86/1618 |
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| House Majority PAC | 08/17/12 / 08/17/12 |
| <u>Billing Cycle</u> | <u>Billing Calendar</u> |
| EOM/EOC | Broadcast |
| <u>Station</u> | <u>Account Executive</u> |
| KSTU | Dan Driscoll |
| <u>Special Handling</u> | |
| <u>Demographic</u> | |
| Adults 35+ | |
| <u>IDB#</u> | <u>Advertiser Code</u> |
| 79 | 86 |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> |

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Totals | |
|-------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|--------|------------|
| | | | | | | | | | | Type | Spots |
| N 1 | 13 | 08/28/12 | 09/09/12 | Sa 8a-9a | 8a-9a | | :30 | | | NM | 2 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$700.00 |
| | | Week: 08/27/12 | 09/02/12 | -----S- | | | | 1 | \$350.00 | | |
| | | Week: 09/03/12 | 09/09/12 | -----S- | | | | 1 | \$350.00 | | |
| N 2 | 13 | 08/28/12 | 09/09/12 | Su 8a-9a | 8a-9a | | :30 | | | NM | 2 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$600.00 |
| | | Week: 08/27/12 | 09/02/12 | -----S | | | | 1 | \$300.00 | | |
| | | Week: 09/03/12 | 09/09/12 | -----S | | | | 1 | \$300.00 | | |
| N 3 | 13 | 08/28/12 | 09/10/12 | M-F 7a-8a | 7a-8a | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$2,400.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$400.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$400.00 | | |
| N 4 | 13 | 08/28/12 | 09/10/12 | M-F 8a-9a | 8a-9a | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$2,400.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$400.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$400.00 | | |
| N 5 | 13 | 08/28/12 | 09/10/12 | M-F 9a-10a | 9a-10a | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,350.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$225.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$225.00 | | |
| N 6 | 13 | 08/28/12 | 09/10/12 | M-F 10a-11a | 10a-11a | | :30 | | | NM | 4 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$700.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 2 | \$175.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 2 | \$175.00 | | |
| N 7 | 13 | 08/28/12 | 09/10/12 | M-F 11a-12p | 11a-12p | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$1,200.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$200.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$200.00 | | |
| N 8 | 13 | 08/28/12 | 09/10/12 | M-F 1230p-1p | 1230p-1p | | :30 | | | NM | 6 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | \$600.00 |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$100.00 | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$100.00 | | |
| N 9 | 13 | 08/28/12 | 09/03/12 | M-F 3p-330p | 3p-330p | | :30 | | | NM | 4 |
| | | | | | | | | | | | \$1,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

| | | |
|---------------------|--------------------|--------------------------|
| Contract / Revision | Alt Order # | |
| 569363 / | 9796698 | |
| Contract Dates | Product | Estimate # |
| 08/28/12 - 09/10/12 | HOUSE MAJORITY PAC | 79/86/1618 |
| Advertiser | | Original Date / Revision |
| House Majority PAC | | 08/17/12 / 08/17/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Totals | | |
|---------|----------|-------------------|-----------------------|-----------------|----------------|------|--------|-------------------|-------------|--------|-------|-------------|
| | | | | | | | | | | Type | Spots | Amount |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 4 | \$250.00 | | | |
| N 10 13 | 08/28/12 | 09/10/12 | M-F 330p-4p | | 330p-4p | | :30 | | | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 2 | \$250.00 | | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 2 | \$250.00 | | | |
| N 11 13 | 08/28/12 | 09/10/12 | M-F 4p-5p | | 4p-5p | | :30 | | | NM | 6 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$300.00 | | | |
| | | Week: 09/04/12 | 09/10/12 | MTWTF-- | | | | 3 | \$300.00 | | | |
| N 12 13 | 08/28/12 | 09/03/12 | M-F 9p-930p | | 9p-930p | | :30 | | | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 08/28/12 | 09/03/12 | MTWTF-- | | | | 3 | \$1,200.00 | | | |
| N 13 13 | 08/28/12 | 09/09/12 | Su 9p-930p | | 9p-930p | | :30 | | | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 08/27/12 | 09/02/12 | -----S | | | | 1 | \$1,200.00 | | | |
| | | Week: 09/03/12 | 09/09/12 | -----S | | | | 1 | \$1,200.00 | | | |
| N 14 13 | 09/03/12 | 09/09/12 | College Football Late | | 5p-cc | | :30 | | | NM | 2 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | -----S- | | | | 2 | \$6,000.00 | | | |
| N 15 13 | 09/03/12 | 09/09/12 | FOX NFL 11a | | 11a-CC | | :30 | | | NM | 2 | \$5,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | -----S | | | | 2 | \$2,800.00 | | | |

Totals

61 \$37,350.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 08/27/12 -09/10/12 | 61 | \$37,350.00 | \$31,747.50 |
| Totals | 61 | \$37,350.00 | \$31,747.50 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9796698 Ver# 1 Status New Traffic Order#

EC'd Yes

Printed: 08/17/2012 8:33 AM
Last Received: 08/16/2012 4:41 PM

Showing Buylines: All Lines

1 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estim# 1618
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | In | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|---------|----------|------------------------|-----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| 1 | SA | 8A-9A | ----- | GOOD DAY UTAH SAT. 8A | :30 | \$350.00 | 09/01-09/08 | 1 | 2 | 2 | \$700.00 | ----- |
| 2 | SU | 8A-9A | GOOD DAY UTAH SUN. 8A | | :30 | \$300.00 | 09/02-09/09 | 1 | 2 | 2 | \$600.00 | |
| 3 | TU-F, M | 7A-8A | GOOD DAY UTAH AT 7A | | :30 | \$400.00 | 08/28-09/10 | 3 | 2 | 6 | \$2,400.00 | |
| 4 | TU-F, M | 8A-9A | GOOD DAY UTAH AT 8A | | :30 | \$400.00 | 08/28-09/10 | 3 | 2 | 6 | \$2,400.00 | |
| 5 | TU-F, M | 9A-10A | LIVE! WITH KELLY | | :30 | \$225.00 | 08/28-09/10 | 3 | 2 | 6 | \$1,350.00 | |
| 6 | TU-F, M | 10A-11A | DR. OZ | | :30 | \$175.00 | 08/28-09/10 | 2 | 2 | 4 | \$700.00 | |
| 7 | TU-F, M | 11A-12P | FOX 13 NEWS-LIVE AT 11 | | :30 | \$200.00 | 08/28-09/10 | 3 | 2 | 6 | \$1,200.00 | |
| 8 | TU-F, M | 1230P-1P | DAYS OF OUR LIVES | | :30 | \$100.00 | 08/28-09/10 | 3 | 2 | 6 | \$600.00 | |
| 9 | TU-F, M | 3P-330P | JUDGE JUDY | | :30 | \$250.00 | 08/28-09/03 | 4 | 1 | 4 | \$1,000.00 | |
| 10 | TU-F, M | 330P-4P | JUDGE JUDY | | :30 | \$250.00 | 08/28-09/10 | 2 | 2 | 4 | \$1,000.00 | |
| 11 | TU-F, M | 4P-5P | DR. OZ | | :30 | \$300.00 | 08/28-09/10 | 3 | 2 | 6 | \$1,800.00 | |
| 12 | TU-F, M | 9P-930P | FOX 13 NEWS AT 9P M-F | | :30 | \$1,200.00 | 08/28-09/03 | 3 | 1 | 3 | \$3,600.00 | |
| 13 | SU | 9P-930P | FOX NEWS AT 9P | | :30 | \$1,200.00 | 09/02-09/09 | 1 | 2 | 2 | \$2,400.00 | |

Rep Order# 9796698 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/17/2012 8:33 AM
Last Received: 08/16/2012 4:41 PM
Showing Buylines: All Lines

2 of 2

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC

Estimate# 1618

Buyer Spencer Wood

Phone#

Fax#

LT Ln Day Time Program

Agency () WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007

Agency C/P/M/P2/E 79/86/1618

Flight Dates 08/28/2012 - 09/10/2012.

Hiatus Weeks

Len Rate Dates

Spots/Week # of Weeks

Total Spots Total Cost

Daypart

:30 \$6,000.00 09/08-09/08 2 1 2 \$12,000.00

:30 \$2,800.00 09/09-09/09 2 1 2 \$5,600.00

—REPORT TOTALS—

Report Totals: 61 / \$37,350.00

—SALES MONTHLY TOTALS—

Sep 12: 61 / \$37,350.00

Sales Totals: 61 / \$37,350.00

Station Totals: 61 / \$37,350.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals \$149,699

CABL 0% KDLU 0% KJZZ 4% KSL 26% KSTU 24%

KTVX 13% KUCW 2% KUTV 28% UNKB 0% UNKN 0%

Books null

Demos RA35+